

RECRUITING STATION

APPEARANCE GUIDE

MARKETING & ADVERTISING





The following guidelines should be adhered to at all times.

At the conclusion of this guide is a Station Appearance Checklist. The CPO of each division should complete the checklist quarterly and follow compliance directions listed at the bottom of the form.

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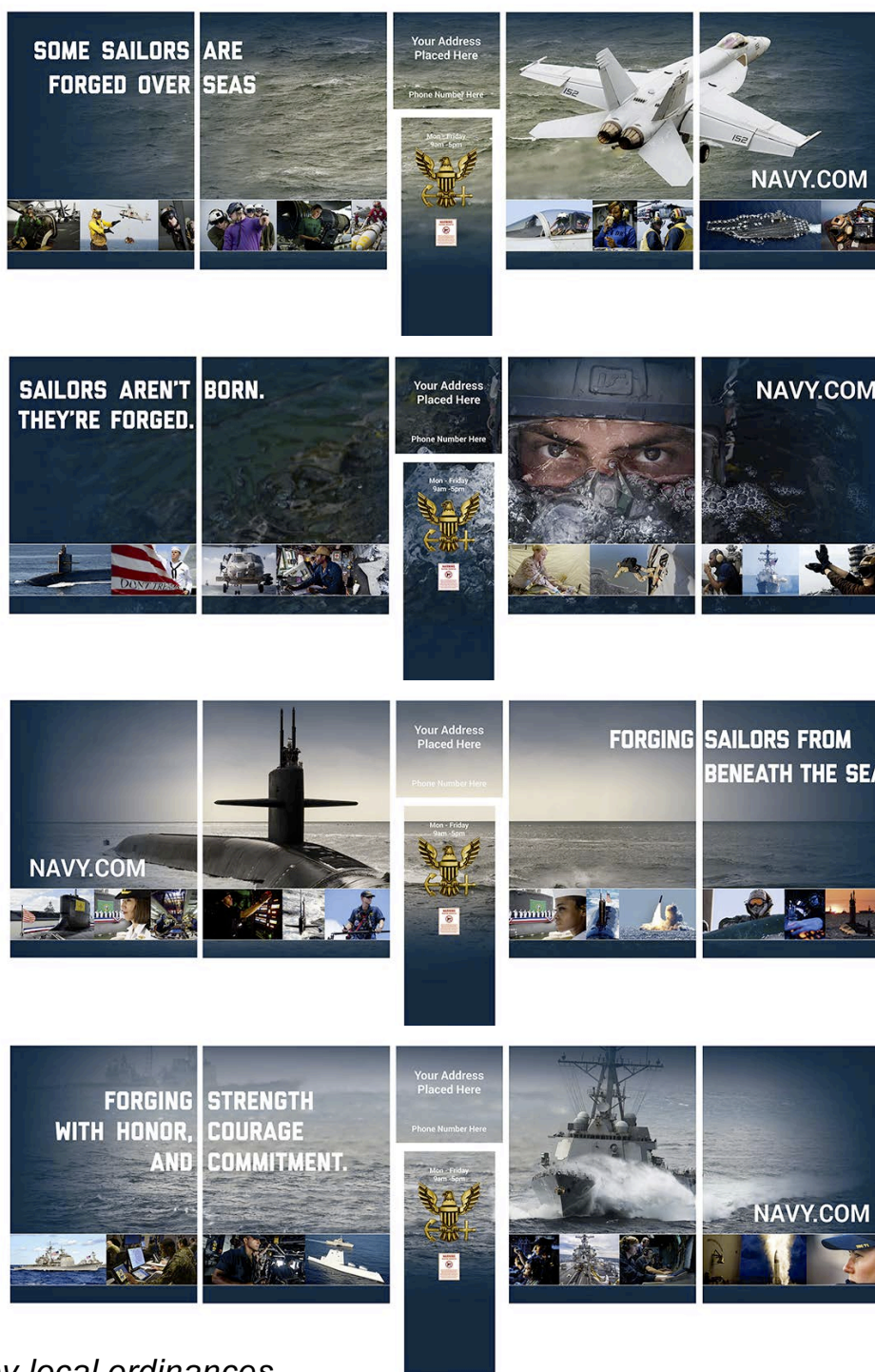


- Exterior Window Displays
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EXTERIOR WINDOW DISPLAYS



LPO of each station is to confirm that their supply officer has put in an order to have exterior window graphics installed.* There are four options to choose from, shown below.



*As permitted by local ordinances.

EXTERIOR WINDOW DISPLAYS



Until exterior window graphics are installed, stations should place an order for posters to display through [IPOL](#). All outdated or worn posters should be removed and recycled. Outdated posters can be identified by the former logo as shown.



Posters should be displayed in an organized manner, with 1-2 posters placed horizontally per window bay, as demonstrated by this station.* Business cards and posters are the only materials to be displayed in exterior windows.



**As permitted by local ordinances.*

WAITING AREA



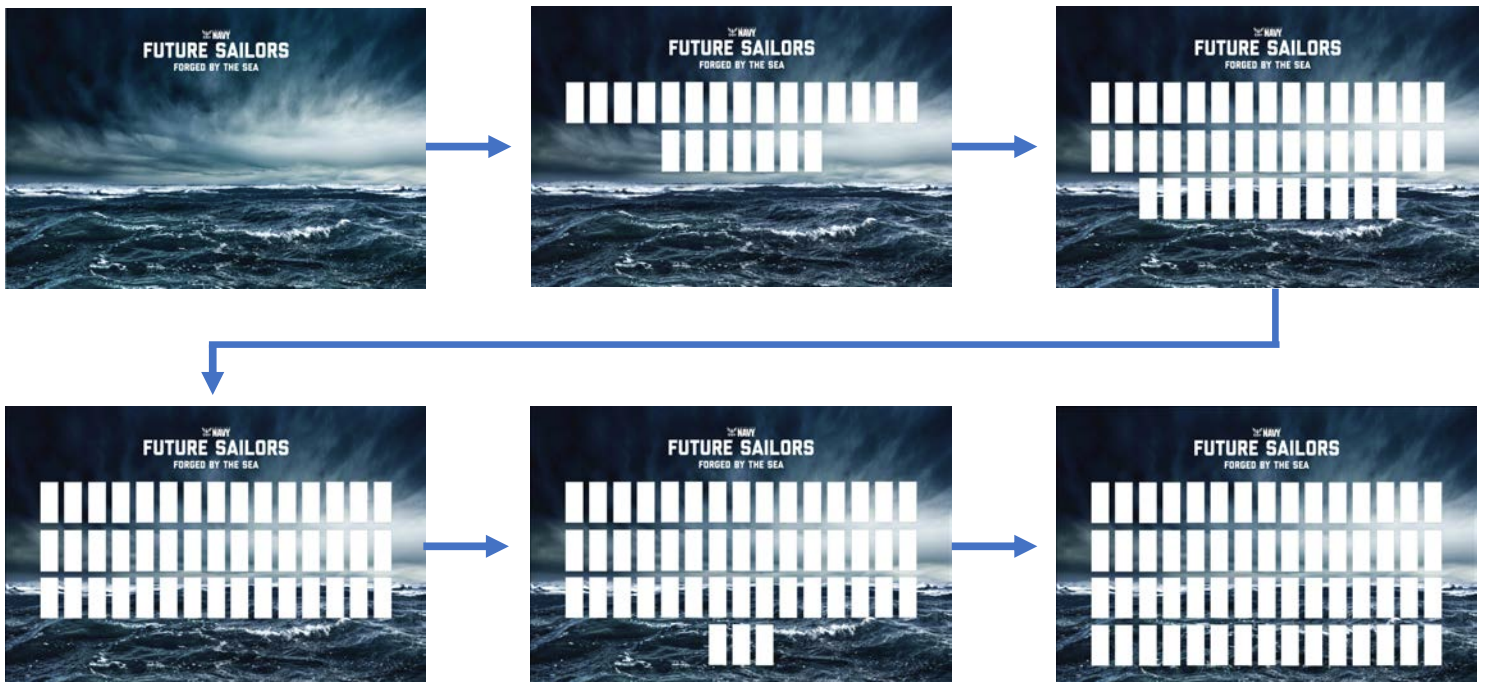
Waiting area should be kept organized and tidy. The only item on the table with the TV should be the remote. The small table should be clear, except for a few educational or interesting materials at the discretion of the LPO.



There are faint horizontal lines to guide where the tops of future sailor cards should be placed. (Instructions and the template to make each future sailor card can be found on the next page).

1. Place your first future sailor card centered on the board, with the top aligned with the faint guideline.
2. Continue to fill the row, working from the center outwards.
3. Fill each row before moving onto the next.
4. Begin in the center of each row and work your way outwards.

See below for example progression of how to fill the board.



FUTURE SAILOR BOARD




Shown below is an example of a future sailor card, which will hang on the future sailor board. [The template can be found here.](#)

Note: Future sailors are a great resource to help with setting up your future sailor board. Ask for volunteers to assist in taking photos, file setup, cutting, and hanging.

Take future sailor photos on iPhone vertically, using the image to the right as a guide as to how close the photo should be taken.



1. Open the PowerPoint template file.
2. Replace a white box with a photo of a future sailor.
 - Right click on a white box → Change Picture → From a File...
 - Choose a photo and click "Insert."
3. Enter their information in the text boxes below.
4. Repeat for all of future sailor cards on the slide.
5. Duplicate the slide as many times as necessary until all of your future sailors are represented.
 - To duplicate the slide, right click on the thumbnail of the slide to the left and select "Duplicate slide."
6. Print the PowerPoint in color.
7. Cut each future sailor card out.
8. Hang as directed on previous page.



Right Click
↓
Change Picture

NAME:
[INSERT NAME]
RECRUITER:
[INSERT RECRUITER]
PROGRAM:
[INSERT PROGRAM]
OCCUPATION:
[INSERT OCCUPATION]
HIGH SCHOOL:
[INSERT HIGH SCHOOL]

DIGITAL FUTURE SAILOR BOARD



Shown below are example digital future sailor slides, which can be played on your station's TV. [Templates and detailed technical instructions can be found here.](#)

Note: Future sailors are a great resource to help with setting up your digital future sailor board. Ask for volunteers to assist in taking photos, file setup, and the technical setup of the slideshow on the station's TV.

Take future sailor photos on iPhone vertically, using the image to the right as a guide as to how close the photo should be taken.



BRANDED MAP



Shown below is a branded map to display all of the places that your station's recruiters have travelled in their years with the Navy. Each recruiter should participate in placing stickers to represent where they have been.

This map is meant to be utilized as a visual selling tool that demonstrates to potential future sailors the extent to which the Navy can fulfill their desire for seeing the world, experiencing different cultures, and changing their lives through real-world connections.



Note: To maintain the condition of the map, please do not use pushpins to represent locations—stickers have been provided.

Map measures 36" x 24".



All outdated or worn posters should be removed and recycled. Outdated posters can be identified by the former logo, which features a star in the word “America’s” as the apostrophe.



If the station would like to display vintage posters, they may be placed in consistent black frames and hung in the station. If they are faded or worn, they should be removed and recycled.

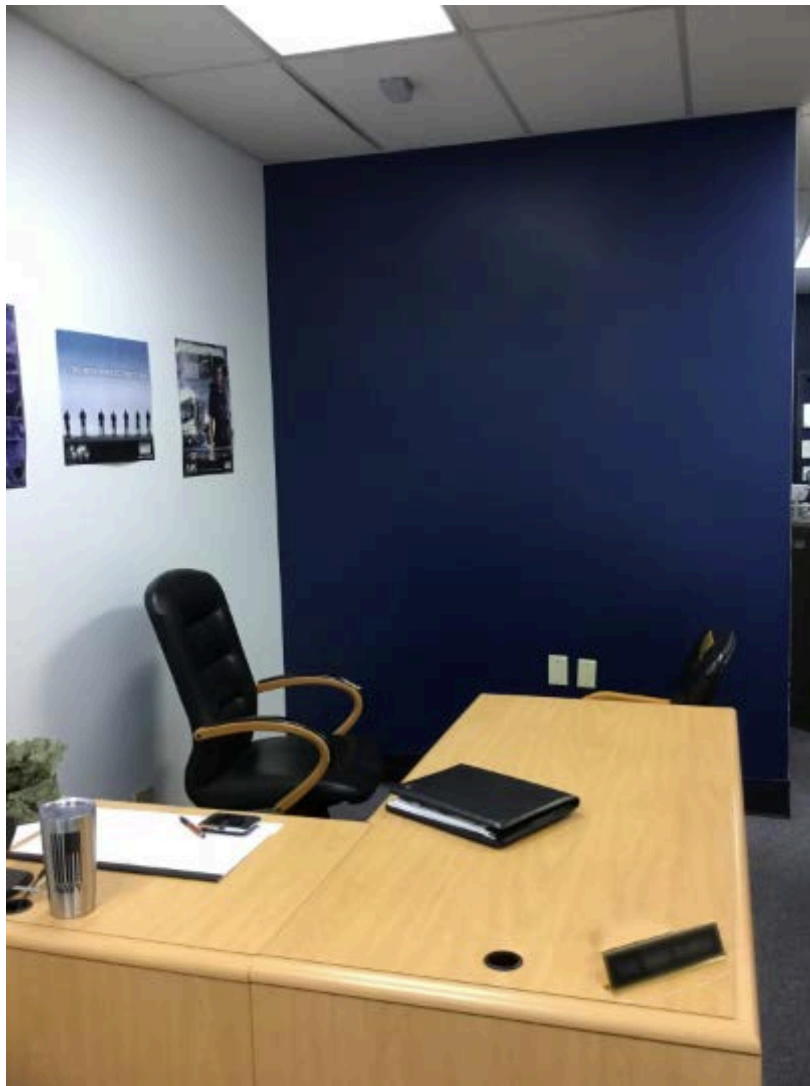
Poster Guidelines

- Posters should be hung at consistent heights, in a horizontal manner, at or above eye level.
- Posters should be utilized on blank wall space and not under existing wall graphics.
- If outdated or vintage posters are in good condition, they may be placed in consistent black frames and hung in the station. If they are faded or worn, they should be removed and recycled.

RECRUITER PERSONAL SPACE



The workstation may reflect the personality of the occupant within the context of a Navy recruiting facility—with personal expression items such as memorabilia, awards, plaques, and family photos. All personal expression items will be displayed in a professional manner such as a desk top picture frame, wall mounted picture frame, or photo album. Personal expression items should not be affixed directly to the wall of the recruiter's space with tape or push pin tacks.



Recruiter desks and wall space should be kept tidy and professional as shown above.

REQUIRED DISPLAY ITEMS



Navy Accessions Recruits - Framed

This framed article shall be 36"x36", 3/8" thick tempered glass with a 1/8" bevel on both sides and (4) predrilled holes to accommodate 3/4" dia. anodized aluminum standoffs (shall protrude from wall 1" total). The panel is to be installed on the back wall (where permitted) above the test room window, centered horizontally and vertically at 6'0" AFF to the center. The framed article should be spaced evenly with a maximum spacing of 2" or at Division Leading Chief Petty Officer (DLCPO) discretion.

Chain of Command

9 slot horizontal picture frame (semi-gloss black paint) of current Chain of Command will go above posters on forward facing wall centered.

WALL MURALS



Stations with existing wall murals should be noted for NRC/NRD/NTAG review. Moving forward, a formal request process should be developed that ensures NRD/NTAG approval prior to customization of station interiors.



STATION APPEARANCE CHECKLIST



The Station Appearance Checklist on the following page should be adhered to at all times. The CPO of each division should complete the checklist quarterly and follow compliance directions listed at the bottom of the form.



PURGE PILOT PROGRAM STATION APPEARANCE CHECKLIST

STATION #: _____

LPO Email: _____

LPO CPO

- ☐ ☐ All outdated RAD brochures and promotional items have been utilized or recycled.
- ☐ ☐ Outdated RAD brochures and promotional items can be identified by the former logo, which features a star in the word "America's" as the apostrophe.
- ☐ ☐ All outdated posters have either been memorialized or recycled.
 - If posters are in good condition, they may be placed in consistent black frames and hung in the station. If they are faded or worn, they should be removed and recycled.
 - Outdated posters can also be identified by the former logo as described above.
- ☐ ☐ Outdated tablecloths and any other display items with former logos or taglines ("Global Force for Good", "Navy, Accelerate Your Life") have been recycled.
- ☐ ☐ Outdated blank RFI forms have been recycled and replaced with branded RFI forms.
- ☐ ☐ An order has been placed by the supply officer for full window graphic displays.
- ☐ ☐ If full window graphics have not been installed, existing window display has been removed and new window display has been set up as detailed in the Station Appearance Guide, (as local ordinances allow).
- ☐ ☐ All posters have been hung as detailed in the Station Appearance Guide.
- ☐ ☐ Existing future sailor board (if applicable) has been removed and replaced with branded future sailor board. Each Future Sailor is represented with photo and individual details on provided template as detailed in the Station Appearance Guide.
- ☐ ☐ Existing map (if applicable) has been replaced with branded world map and all recruiters have indicated the places they have travelled with the Navy using the provided materials.
- ☐ ☐ Digital Future Sailor Board or provided video playlist is set up to play on station TV.
- ☐ ☐ Recruiter personal space adheres to the guidelines outlined in the Station Appearance Guide.
- ☐ ☐ All recruiters have downloaded new classroom presentations and have discontinued using previous presentations.
- ☐ ☐ All recruiters have set up their digital business cards, have recycled any non-sanctioned business cards, and have placed an order for new business cards if needed.
- ☐ ☐ Materials containing sensitive PII information have been entered appropriately and shredded properly.



Upon completion of this checklist, CPO of Division is responsible for sending the 5 photos listed below, with the station number as the subject line to NavyStationAppearanceCheck@gmail.com and their MAO.

1. **Branded Future Sailor Board with Future Sailors represented on provided template**
2. **Branded World Map with recruiter representation of travel**
3. **Digital Future Sailor Board or provided videos playing on TV**
4. **Exterior Window Display**
5. **This completed and signed Station Appearance Checklist**

LPO of Station Signature

Date

CPO of Division Signature

Date

ADDITIONAL GRAPHICS

